

Rep Order# 8863442 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 37382

Printed: 10/05/2012 9:06 AM  
Last Received: 10/05/2012 8:44 AM  
ing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

**Rep Firm**  
**Sales Office** ( ) WASHINGTON  
**Salesperson** ( ) MIKE JONES

— CONTRACT COMMENT —

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION. DO NOT DOUBLE BOOK

TOTAL = \$69,835

PLEASE CONFIRM

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**Flight Dates** 10/16/2012 - 10/22/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) WASHINGTON  
**Salesperson** ( ) MIKE JONES  
  
**Salesperson Phone#** 202-872-5880  
**Salesperson FAX#** 202-872-0265

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**Rep Firm** \_\_\_\_\_  
**Sales Office** (        ) WASHINGTON  
**Salesperson** (        ) MIKE JONES  
  
**Salesperson Phone#** 202-872-5886  
**Salesperson FAX#** 202-872-3222

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**Rep Firm**  
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**Salesperson Phone#** 202-872-5880

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Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

| LT  | Ln  | Day              | Time             | Program | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------------------|------------------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---              | ---              | -----   | --- | -----      | -----       | ---        | ---        | ---         | -----      | -----   |
| 58  | SU  | 800A-83CA        |                  |         | :30 | \$215.00   | 10/21-10/21 | 1          | 1          | 1           | \$215.00   |         |
|     |     | Buyline Comment: | NEWS             |         |     |            |             |            |            |             |            |         |
| 59  | SU  | 830A-90CA        |                  |         | :30 | \$265.00   | 10/21-10/21 | 0          | 0          | 0           | \$0.00     |         |
|     |     | Buyline Comment: | FACE NATN        |         |     |            |             |            |            |             |            |         |
| 60  | M   | 1000P-1030P      |                  |         | :30 | \$300.00   | 10/22-10/22 | 2          | 1          | 2           | \$600.00   |         |
|     |     | Buyline Comment: | ET               |         |     |            |             |            |            |             |            |         |
| 61  | M   | 1030P-1100P      |                  |         | :30 | \$275.00   | 10/22-10/22 | 1          | 1          | 1           | \$275.00   |         |
|     |     | Buyline Comment: | INSIDE EDITION   |         |     |            |             |            |            |             |            |         |
| 62  | SU  | 1000A-400P       |                  |         | :30 | \$7,700.00 | 10/21-10/21 | 1          | 1          | 1           | \$7,700.00 |         |
|     |     | Buyline Comment: | NFL              |         |     |            |             |            |            |             |            |         |
| 63  | SA  | 800P-1000P       |                  |         | :30 | \$2,000.00 | 10/20-10/20 | 1          | 1          | 1           | \$2,000.00 |         |
|     |     | Buyline Comment: | PRIME MOVIE      |         |     |            |             |            |            |             |            |         |
| 64  | SA  | 1135P-1235A      |                  |         | :30 | \$95.00    | 10/20-10/20 | 1          | 1          | 1           | \$95.00    |         |
|     |     | Buyline Comment: | PRIVATE PRACTICE |         |     |            |             |            |            |             |            |         |
| 65  | SA  | 1235A-135A       |                  |         | :30 | \$50.00    | 10/20-10/20 | 1          | 1          | 1           | \$50.00    |         |
|     |     | Buyline Comment: | DAVINCI'S...     |         |     |            |             |            |            |             |            |         |

--REPORT TOTALS--

Report Totals: 132 / \$69,835.00

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**--SALES MONTHLY TOTALS--**

Oct 12: 132 / \$69,835.00  
Sales Totals: 132 / \$69,835.00  
Station Totals: 132 / \$69,835.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

**--COMPETITIVE--**

| Market Totals | \$232,783 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
|               |           | KVCW | 0% | KVMY | 0%  | KVVU | 5%  | UNKN | 0%  |      |    |

Books null  
Demos RA35+